

There's Bound to Be Easter Happiness Wherever There's So Much Easter Loveliness

The West Coast and the Gulf are not so well known as other parts of Florida, but well worth becoming acquainted with, for its soft, dry air, resembling in climate that of Biarritz, fashionable resort of aristocratic people of France and Spain.

Its inaccessibility by the roundabout rail service is partly the cause of it, but it is well worth the trouble to get to St. Petersburg, and from there take an automobile or short boat ride to Pass a Grille, yet in its infancy as a resort for a quiet Summer holiday; or go by boat to the dignified village of Sarasota.

The months of our cold northern weather from late November to the last of May and even June are most delightful.

The eyes are rested by the outdoors beauty, and the throat and nose can live without colds and coughs, and the poor, overworked body loses the sense of being always tired.

[Signed]

John Wanamaker

\$35 Buys a Woman's Coat or Cape Suit

Homespuns, tweeds and novelty mixtures, some plain, some with checks, some with big and striking block plaids; and all in the delightful fresh colors which give one the true Spring feeling—the blue and green and rose tones, the grays and browns and tans.

Probably one reason for the favor shown such capes and skirts or coats and skirts is the fact that they permit of the wearing of frilly feminine blouses. In all these suits the workmanship is of the finest.

(First Floor)

New Coats and Capes Are Ready for Girls

Although many girls are choosing tweeds, there are a number who want something different. Perhaps a soft, light coating, all-wool and in either the natural tan shade or rose, light blue or orchid. The capes are unlined and they are particularly full and nicely made at \$14.50.

The coats are in three attractive styles, two of them having raglan shoulders. The excellent tailoring is shown in many ways, especially in the good cut and the rows and rows of silk stitching.

For girls from six to sixteen, and the prices are \$22.50, \$27.50 and \$28.50.

(Second Floor)

Women's Topcoats of Imported Tweed, \$67.50

No better tailoring goes into the most expensive topcoats of the season than in these garments of imported tweeds.

All in soft Spring colors—oxford with large overplaids in purple, gray with green overplaids, cream with brown, brown with light blue or green, brown

with darker brown—and all extremely masculine in cut and finish, with bone or leather buttons, and the most perfectly matched plaids, and perfectly chosen linings.

Three sport coat styles and one box coat in three-quarter length, each at \$67.50.

(First Floor)

Sturdy Coats for Sturdy Youngsters to Romp In

Two to six year olds take just as ardent an interest in their Easter clothes as their elders do. The choice of coats in the Children's Store—cheviots, tweeds, serges, homespuns—is a large one just now and the colors

include the Spring greens, blues, yellows, browns, grays and black-and-white checks. Prices are \$8.50 to \$25.

Hats to match are \$3.75 to \$6.50.

(Third Floor)

Count the Feet in the Easter Parade

and nine chances in ten the greater number will be wearing low-heeled strap slippers.

A good style for tweed suits or dresses is the comfortable "Mary Jane," with its rounded toe, single strap and low covered heel.

In black patent leather or gray suede and patent leather or tan leather and fawn suede combined. Priced \$10 a pair.

(First Floor)

The Silk Salon Is Like a Great Garden of Flowers

And fitting, hovering, bending, choosing among the riot of colors are the feminine bees and butterflies, who know well where to seek for the choicest weaves and colors of all.

It is a delight to look down from balcony or stairway on that

shining miracle of the silkworm, spun from end to end of the great Salon.

A pleasure to know that women are finding here this season more silks and lovelier silks than ever! Every fashionable kind and color, fairly priced.

(First Floor)

NOVELTY hat ornaments which would be acceptable gifts inside of Easter eggs or by themselves—are of imitation jade and rhinestones, used singly or in combination, and priced at \$1.25 to \$8 in the Inexpensive Jewelry Store.

(Main Floor)



AND every corner of this great store is brimful of the things that are dearest to Easter.

Veritable fashion treasures for women—millinery, wraps, suits and gowns as well as the silken hosiery and gloves and lingerie to go with them.

Women are coming hundreds of miles to complete their Easter shopping at Wanamaker's, and are finding here the richest and the finest that ever have been theirs to choose from.

And there will continue to be generous choosing among the season's finery until the closing hour on Easter Eve.

Come for the New Brunswick Records Tomorrow

Brunswick records can be played on any machine using lateral cut records, and the widest possible range of musical tastes is represented in this splendid selection, so that it may almost be said that there is something for everybody.

Among the fox-trots are in-

cluded the following high favorites, two on a record, 75c each record:

After the Rain
Those Longing for You Blues
Lonesome Hours
Old-Fashioned Girl
Thrills
My Carolina Rose

(Second Floor)

"Oh, the Scent of That Jasmine Flower!"

Others beside the poet love it.

Jasmine is one of the best-liked scents of all the Queen Mary odors. It is particularly effective in the toilet water, put up in attractive eight-ounce bottles at \$2.50.

Additional odors in the toilet water are heliotrope, violet, rose.

(Main Floor)

Silk Chemises

which would make the daintiest of intimate Easter gifts are of pink crepe de chine, tailored, at \$5; and filed trimmed at \$5.50.

Of radium, tailored—pink, blue and orchid—at \$4.85 to \$5.50.

(Third Floor)

Soft Leather Cases Hold the Most Novel Easter Gifts

Every one is a profound surprise, every one a joy if the things a person wants can make them joyful.

For instance, one case holds a complete writing set in two pieces. One piece is a pen-knife and a paper cutter; the other piece is a fountain pen, with a pencil point on the other end.

Then there are drinking sets, cigarette holders, manicuring sets, wallets, reading glasses and elaborate address books or golf and bridge score books galore.

All are in the softest, finest English leather cases and priced between \$1 and \$15.

(Main Floor)

Eight New Colors in Easter Umbrellas

Everybody hopes it won't rain, but if it should rain, it will be fine to have one of these smart silk umbrellas in the newest colorings.

Take your choice of campanule, verdigris, tile, maple sugar, rubellite, flame, cinder, and periwinkle—not to mention all the usual blues, greens, reds and purples.

Prices are \$5 to \$15.

(Main Floor)

New Ivory Necklaces Suggest Easter Gifts

With a dark colored gown, the creamy-white of the ivory is particularly pretty and many women like to wear these necklaces with light tinted dresses also.

Ivory bead necklaces with nut-ton-fat jade pendants, \$6 to \$10. With green jade pendants, \$20, \$30 and \$50. Plain graduated ivory bead necklaces, \$16. Beautifully carved ivory bead necklaces, \$80.

Also a number of fine new Mexican onyx necklaces at \$15 and others of rose quartz at \$45.

(Main Floor)

Easter Eggs for All the Children

Delicious to eat and the best kind for small children, for only the most healthful materials are used. And they all come from our own Candy Kitchen.

Chocolate-coated cream coconut eggs, decorated and each in an individual box, 15c, 25c, 35c, 75c, \$1.25 and \$2 each.

Plain chocolate-covered eggs, 5c and 10c each. Decorated cream eggs with coconut centers, 35c, 75c, \$1.25 and \$2 each.

Plain cream eggs, white, yellow and pink, 5c each. Also all sizes of paper eggs to put candies in, from 10c to \$3 each.

(Down Stairs Store)

Easter Toys Are Good After Easter, Too

The joy of the little ones in Easter toys and good things should not pass with the day.

The Toy Store is showing delightful things that will be good at Easter time and just as good afterward. In Filled Toys—horse and wagon, water cans and sand toys and garden toys, such as rake sets, wheelbarrows and the like, filled with good Easter things. Prices, 50c to \$7.75 each.

In the Unfilled Toys are cards drawn by chicks and ducks, 50c to \$1 each; stuffed chicks and ducks, 50c to \$2 each; rabbits with bows, 85c to \$2.50 each.

Also there are net rabbits filled with toys at 25c to \$1 each.

(Seventh Floor)

Paris Handkerchiefs in the Finest of Linen

In fact, we have never before had such exquisitely sheer beautiful linen in a handkerchief.

It is hand-spun linen; you can actually see through it. Women's handkerchiefs are \$12 each. Men's handkerchiefs \$25 each.

(Main Floor)

Camee

The Best Easter Candy

Naturally that is what one would choose when sending a gift to a friend.

Camee chocolates are \$1.50 a pound and there are the most exquisite French boxes and satin eggs to put them in. They hold either three or five pounds of Camee candy.

(Main Floor)



Only One More Day for Easter Plants

The assortment is almost as large as it was on the first day of the Sale, and the lilies especially are fine with their firm, large blossoms and strong green foliage.

Also here are tea-roses and ramblers, ever so many kinds and sizes.

Hydrangeas and azaleas. Yellow genistas. White and yellow marguerites.

Cinerarias and primulas. Bulbs such as daffodils, hyacinths and tulips.

Prices from 25c for a pot of hyacinths to \$30 for a big rose bush.

(East Aisle and Fourth Floor)

Two Days Are Plenty for the Man Who Has His Mind Set on a Prosperous-Looking Easter



Look the facts squarely in the face; business is good, and it is getting better. Everyman who stays at home or goes away for Easter Will Want the Best to Be Had in New Spring Clothing

MEN in general are in a much better balanced frame of mind just now than they have been for several years. They exhibit better judgment in matters of business.

We have passed through some hectic days, during which many men lost their balance and started shopping after prices, forgetting that the only dollar that is worth spending is the one that buys a full measure of dependability.

Whenever you strike a man who has been through his paces, he's putting his money on quality and he finds it goes twice as far, causing him to spend less in the long run.

And wherever you find such a man it's pretty safe to say he buys his clothes at Wanamaker's.

For in Wanamaker clothes there's that "tailored-in goodness" and deep-down dependability that sooner or later will strike the responsive cord in every man's makeup.

Choose from the best suits and topcoats in America, between \$35 and \$65.

(Third Floor)

Men Who Want Caps Will Want English Caps

especially when it's a REDLEAF cap, for they know it's something better.

And many a man who goes motoring or strolls the Boardwalk Easter will pick a cap to wear. New ones have come for them and they are smarter caps than before.

Tweeds, light, bright mixtures, and the price is \$3.

If a Man Wants to Know Where He Can Get Good Hose in a Jiffy

it'll be a mighty wise move for him to jot down a few items right now.

Fancy hose in list, including stripes and clocks, are \$1.50 to \$3.50.

Silk hose, 65c the pair, or the full-fashioned silk hose is marked \$1 to \$4.

Richly embroidered silk hose from \$1.75 to \$10.

Novelty silk half-hose, accordion rib, open work, mixed effects or the striped kind are \$3 to \$8.50.

Practical mercerized cotton hose, 35c to \$1 the pair.

Golf hose in many colors, \$1.75 to \$10 the pair.

When a Man's Looking for Something Different and Sees a Bal Strap Brogue

it's time to have some one start looking for his size, for the bal strap brogue ends all wonderment as to what kind of a shoe he'll wear this Spring.

They are calfskin—dark tan—and have perforations everywhere a perforation possibly could be put. But they are small perforations and unusually neat ones. The price is \$6.40.

(Main Floor)

Warm, Spring Days Are Dream Days—and One Dreams Best in a Couch Hammock

Hammocks and happiness—the two go together, or at least they should.

Here is the most interesting and comprehensive collection of hammocks we have ever had.

Hammocks for all ages from toddlers to grandparents.

Several new types are shown this season, including those for children. And such a choice of color effects in the upholstery fabrics!

Couch hammocks, \$16.50 to \$52. Hammock, stand and two pillows, \$20.

Couch hammocks, 5-ft. size, specially made, adapted for small porches, \$16.50 to \$35. Hammock stands, \$5.75 and \$7.50.

Children's hammocks, complete with canopy, \$20 to \$45. Canopies, \$10.

Lawn canopies, \$20 to \$45. Steel tables, \$20; Chairs, \$6.50.

(Seventh Floor)

